

AUG 8 1921

THE BUILDING REVIEW



JULY, 1921

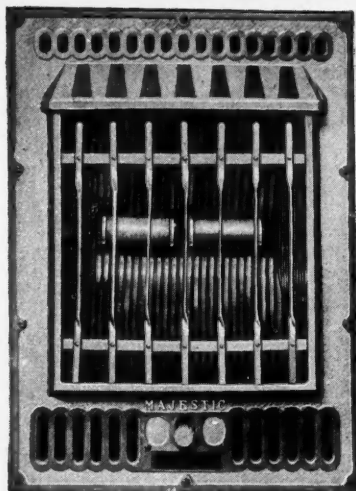
25 Cents Vol. XX No. 1

Published in San Francisco

MAJESTIC

STATIONARY ELECTRIC TYPE

HEATERS



Majestic No. 15—Dimensions: Front, 18" high, 14" wide; Body, 16 $\frac{3}{4}$ " high, 12 $\frac{3}{4}$ " wide, and 4 $\frac{1}{4}$ " deep. Weight, 18 lbs. Shipping weight, 30 lbs.

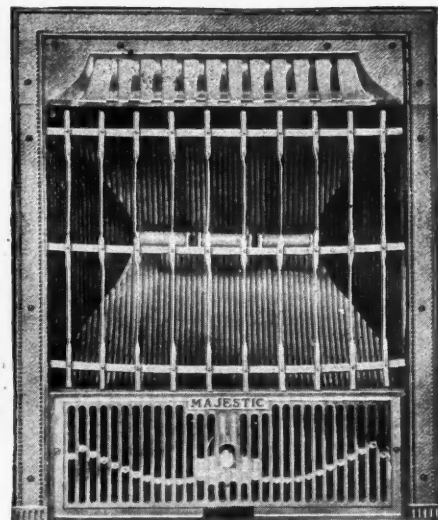
*Odorless—
Fumeless—
Economical.*

Owners, Builders and Architects are interested in Electric heating.

The rental, as well as the property value of a building is increased by the installation of Majestic Electric Heaters (Stationary Type).

There are three Stationary Type Majestic.

There are eight Portable Type Majestic.



Majestic No. 30—Dimensions: Front, 30 $\frac{1}{2}$ " high, 24 $\frac{1}{2}$ " wide; Body, 27 $\frac{1}{2}$ " high, 21 $\frac{1}{2}$ " wide, and 7 $\frac{1}{2}$ " deep. Weight, 36 lbs. Shipping weight, 70 lbs.

**Best
in
Creation
for
Heat Radiation**

MAJESTIC ELECTRIC DEVELOPMENT CO.


Manufacturers and Patentees

KANSAS CITY

SAN FRANCISCO

PHILADELPHIA

I shall never, in the years remaining,
Paint you pictures, no, nor carve you statues,
Make you music that should all-express me;
So it seems: I stand on my attainment.
This of verse alone, one life allows me;
Verse and nothing else have I to give you.
Browning "One Word More."

 O, it seems to us regarding
your work. Yet, should one
call your buildings, your me-
morials of stone and earthly
things--should this be called work?

We surmise your greatest joy arises
from having your blue-prints grow into
homes, be they modest or palatial, into
commercial structures which become
factors in the marts of trade, into public
edifices that future generations may en-
joy and admire.

This is Attainment.

Paints and Varnishes are valueless until
properly used. They, too, have an at-
tainment when they make the world a
better place in which to live,--protecting
and enriching for those who come
after us, the attainments of the archi-
tect of today.

Such is Our Creed.

W. P. Fuller and Company

"Since '49"

Seattle
Oakland
Portland
Pasadena

Sacramento
Hollywood
Los Angeles
San Diego

Spokane
Tacoma
Long Beach
Santa Monica

Boise
Salt Lake
Stockton
San Francisco

The BUILDING REVIEW

CONTENTS

VOL. XX.

JULY, 1921

NO. 1.

Associate Editors—HARRIS ALLEN and HENRY H. GUTTERSON.

Business Manager—E. D. McDONALD.

Cover—Terrace, Garden of Mr. Jas. Hoatson, Los Angeles.

PLATES

Building	Architect	Plates
Residence of Mr. Robert Vredenburg, Los Angeles, Calif.	H. H. Whiteley	1
Residence of Mr. S. W. P. Strelinger, Beverly Hills, Calif.	H. H. Whiteley	2
Patio, Residence of Mr. S. W. P. Strelinger, Beverly Hills, Calif.	H. H. Whiteley	3
Pergola and Patio, Residence of Mr. G. Van Camp, Long Beach, Calif.	H. H. Whiteley	3
Patio, Residence of Mr. H. M. Rubey, Los Angeles, Calif.	H. H. Whiteley	4
Residence of Mr. H. M. Rubey, Los Angeles, Calif.	H. H. Whiteley	5
Residence of Mr. Gilbert Van Camp, Long Beach, Calif.	H. H. Whiteley	5
Residence of Mr. Jas. Hoatson, Los Angeles, Calif.	Pierpont and Walter Davis	6-7
Residence of Mr. Geo. Coaks, Pebble Beach, Calif.	Pierpont and Walter Davis	8-9-10
Residence of Mrs. Muchmore, Los Angeles, Calif.	Pierpont and Walter Davis	11
Entrance Detail, Residence of Mrs. Muchmore, Los Angeles, Calif.	Pierpont and Walter Davis	12

TEXT

Article	Author	Page
Some Southern California Houses	H. H. Whiteley	1
The New Building Policy	Harris Allen	5
Statement of Board of Directors, Allied Architects Association of Los Angeles,		7

THE GARDEN

The Value of Lines in a Garden	8
--------------------------------	---

INTERIOR DECORATION

A Novel Wall Treatment	11
------------------------	----

GENERAL BUILDING NOTES

Hydro-Electric Development	Frank R. Devlin	16
Hydro-Electric Development	Meredith P. Snyder	17
Traffic Development	Willis Polk	17

* Published monthly by the Building Review Company, 50 Main Street, San Francisco. Yearly subscription—United States, \$2.00—foreign, \$2.50. Single copies, 25 cents.

† Entered as second-class matter in the San Francisco Postoffice under the Act of August 24, 1912. Previously entered as "The Architect."

‡ Changes in, or copy for new advertisements, must reach the office of publication not later than the tenth of the month preceding issue. Advertising rates and any other information will gladly be given on application.

§ The editors will be pleased to consider contributions of interest to the Industry. When payment for same is desired, this fact should be stated.

¶ News stands and dealers supplied through San Francisco News Co., San Francisco, Calif., or American News Co., New York, N. Y.

The BUILDING REVIEW

VOL. XX.

SAN FRANCISCO, JULY, 1921

NO. 1.



ENTRANCE TO MR. VAN CAMP'S HOUSE, LONG BEACH, CALIF.

SOME SOUTHERN CALIFORNIA HOUSES

Designed by H. H. Whiteley, Architect

High up on the bluff at Long Beach, and facing the ocean, is a Spanish house designed for Mr. Gilbert Van Camp.

At first glance the eye is caught by the soft color tone of the plastered walls contrasting yet harmonizing with the velvet green lawn. Brick steps and a tiny brick terrace lead up to the front door. Of dark oak, set off by a carved hood of ivory tint, it is charming in its simplicity, and is the dominating note in the elevation.

Effective also is the broken line of red tile roof and the tile awning over the windows. There is no porch in front, so that nothing

may obscure the magnificent ocean view from the windows of den, living and bedroom.

The house is built around a patio open to the sky, where, sheltered by the walls of house and garden, flowers grow in profusion and a lily pond reflects the blue above. Beyond an iron gate in the patio wall lies an open garden, where one may sit or walk beneath a rustic pergola, but which, of course, lacks shelter from ocean winds.

Apparently this house was designed for life in the open, for in addition to living room and den, there is, best of all, a large loggia opening from the living room and



LOGGIA IN MR. VAN CAMP'S HOUSE, LONG BEACH, CALIF.



LIVING ROOM IN MR. STRELINGER'S HOUSE, BEVERLY HILLS, CALIF.

looking out upon the patio. Three sides are plastered and adjoin the main part of the house, but the fourth is formed of three great arches. Here one may be virtually out of doors, yet the arches may be closed by swinging together the French doors. For raw, wintry days a fireplace has been provided and this furnishes all the heat necessary to make the porch a livable part of the home.

Built as they are in the form of a hollow square, all rooms are light and sunny, and are, besides, simply and artistically decorated and furnished. About the whole of the house there is a homelike atmosphere as there was in the old Spanish homes, as there is always where a patio or walled garden draws together the various parts of the home.

The house designed for H. M. Rubey is situated in the foothills in the northern section of Los Angeles.

One could scarcely imagine a more ideal spot for a home than the one on which this house is located. Standing upon a terraced elevation and backed by the hills, it commands a view of the city and surrounding country, which is almost unsurpassed. On clear days one may easily see the ocean from the porch.

The house is a creamy pink stucco with tile roof. A unique arrangement brings a sun room with curved front into the center of the

THE BUILDING REVIEW

elevation. This portion has tiled roof and two entry ways with tiled hoods. On either side of the sun room is a flat roofed wing. Both entrances open from a rounded porch guarded by a wrought iron rail.

Two sunny bedrooms on the west look down over the valley. On the east are dining room and kitchen, and a breakfast room cleverly decorated and furnished in grey and orange. This little room juts out from the house so that one may better feel the warmth of the morning sun and watch the changing colors on the hillsides.

At the rear is, of course, a patio. As shown by the photograph it is typically old California Spanish. The wall surrounding it, the Indian pots, the banana trees, even the pool, all are reminiscent of the old days of Spanish dons.

Standing there at the foot of those sagebrush covered hills, with the sunshine upon its creamy walls, there is an atmosphere of old California about the house. It leaves one with the pleasant feeling that the beauty and traditions of those days are not being wholly lost, that they will always survive so long as there are men in California who understand and can ably interpret the spirit and atmosphere of those times.

The little house built for Mr. Seth W. P. Strelinger is a bungalow of the Spanish type.



BREAKFAST ROOM IN MR. RUBEY'S HOUSE, LOS ANGELES, CALIF.



LIVING ROOM IN MR. RUBEY'S HOUSE, LOS ANGELES, CALIF.



"LA CABANA AZUL," STUDIO OF H. H. WHITELEY, ARCHITECT, LOS ANGELES, CALIF.

It is located in beautiful Beverly Hills, where with trees for setting and with the ever changing hills for background it stands like a little gem and blends with the colorful landscape. It is blue in color, the blue of the clear California sky. Soft in tone is the tile roof, the variegated shades skillfully blended, the tiles laid in picturesquely uneven lines.

A tall garden wall which hides the doorway at once intrigues the interest. A peep through the iron bars of the gate gives a glimpse of tiny garden. Within a patch of lawn is broken by winding brick paths. There is a profusion of shrubbery; and at one end of the garden wall a fountain of vivid Moorish tiles half hidden by drooping plants drips into a tiny pool.

Further carrying out the color note struck by the Moorish tile, awnings of brilliant hued stripes shade the windows. The windows and doors, by the way, are particularly interesting, being set deep into the thick walls as we find them in old adobes. Before each window black iron grills lend character, and contrast strikingly with the blue of the walls.

A heavy oak door leads into a long living room, the spaciousness of which is further accentuated by the high barrel ceiling. Tall windows in front beautifully draped, dominate the room and serve to flood it with sunshine. French doors stand open to the patio, binding together house and garden as should be the case in all true homes—espe-

cially here in California, where the garden is so often paramount in our home life.

And here is a home doubly blessed, for at the rear of the living room French doors open upon another patio, also walled. This, of course, is less formal than the entrance garden and is, therefore, well adapted to its purpose of outdoor living room, where as in old California days, the principal work and play of the household is carried on.

A sunny kitchen with Pullman breakfast nook, and two large bed chambers, each with its complement of bath and dressing room, complete the little house.

The home in Windsor Square built for Robert O. Vredenburg is rather of the Italian type than the Spanish.

The house is of sand colored plaster with tile roof. The rather plain front, which is typical of this style of house, is relieved by a well-balanced arrangement of window and door openings.

Within, the house is typical of the Italian type, simple, yet formal—a large living room of dignity with Batchelder tile fireplace and tall windows. The dining room is paneled in ivory against which the rich hangings and dark carved furniture shows to great advantage.

The breakfast room is, however, informal and sunny. There is a large bay window hung with gay curtains looking out into a flower garden, and white painted furniture brings the brightness of the garden into the room.



RESIDENCE OF MRS. MUCHMORE, LOS ANGELES, CALIF.

PIERPONT AND WALTER DAVIS, ARCHITECTS

THE NEW BUILDING POLICY OF THE GARDEN CITY COMPANY OF CALIFORNIA

By HARRIS ALLEN

One of the largest building companies in Los Angeles had for many years built in a manner more or less regardless of style. Not that their houses were any worse than those of their competitors; in fact, they were the usual Swiss-chalet-bungalow and aeroplane-story and a half types. Since they sold, there seemed to be no reason why they should not be built until the judgment day. But there was a very good reason, which, although inaudible at first, made itself heard as mile after mile of bungalows were erected. People wearied of these monotonous rows of atrocities in their indigestible coats of bilious browns and greens. More, they began to say that they did not care to purchase such dejected, dyspeptic-looking houses.

The building company realized that it was up to them to change the style of their houses. They saw clearly that their former policy was a mistake; that although people will buy anything, no matter how ugly, for a certain time, the time will come when they will refuse to purchase; and they saw that the sins of the past would continue to hurt their reputation.

A new management had come in. Progressive, intelligent and cultured men now controlled the policy. At once they decided that their houses would not only be as good as the others, but better. In fact, they determined to make their houses standards for efficient plans and beautiful exteriors.

The houses shown in the accompanying illustrations are part of a group designed by Pierpont & Walter S. Davis, and are far removed from the conventional, commercial type.

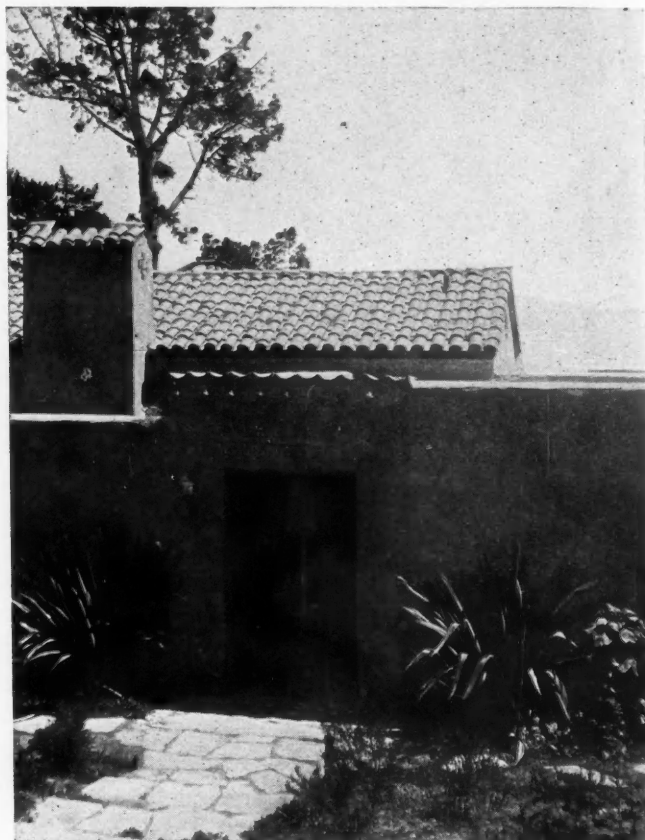
The residence of Mr. Jos. Hoatson is a good type of the simple and dignified Italian villa so well suited to California. The arch motif of its central loggia is continued around the first story in all its openings; over each is a square, shuttered window with an iron flower-box balcony. But this symmetry is saved from baldness by the excellent proportions and lines of the mass, the broad walk surfaces, the Palladian Porch extensions, one of which carries a delicately colonaded upper story forming a sun room or sleeping porch.

The house stands on a broad flat paved

terrace, at the head of a splendid sweep of lawn which slopes down to the street, commanding an extended view in all directions. Italy itself could hardly provide a more perfect setting for one of its jewel villas, and every care has been taken to avoid any jarring note. The planting, with its tall cypresses and grouped shrubs, the accessory benches and urns, the fountain, the satyr hermes silhouetted against the crisp shadows cast by latticed arbor on white plastered wall—all blend in a harmonious picture.

Very different is the cottage of Mrs. Muchmore. With a strong English flavor, still it is a law unto itself. It rambles about as it pleases, with gables of odd sizes, jutting wings and recessed courts, for all the world like a story-book house; one almost expects to see a witch on a broomstick flying out of that checker-board chimney. The quaint modelling of cat and monkey and vines over the entrance carries on the illusion; the stepping stones through the grass, the row of mullioned, diamond-paned casements, the overhanging oaks—altogether it is a fascinating little place, and will be even more delightful when time has provided growth of vines and shrubs.

And still another type of house, set in another kind of scenery, is that of Mr. George



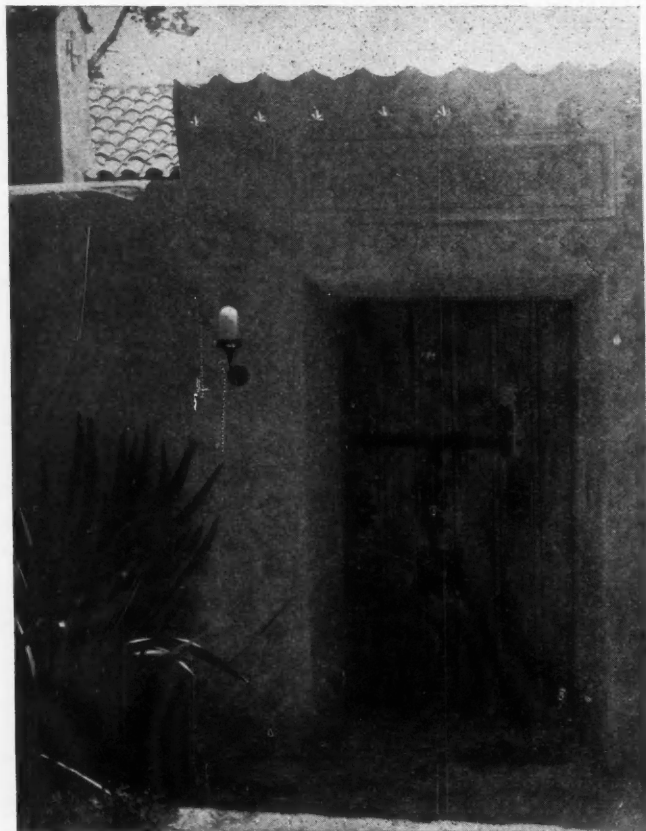
ENTRANCE TO MR. COAK'S HOUSE, PEBBLE BEACH, CALIF.

Coaks, at Pebble Beach. This, too, is a picturesque, rambling affair; but it might be thousands of miles away, both in character and in environment. It is worth note, incidentally, that each of the three houses here shown is ideally suited to its location. The long, flat roof lines of the Coaks house are very effective as seen between the straight trunks of the pine trees, and looking up from down the hill, one gets the irregular outline sharply defined against the dark masses of foliage.

The house is Spanish in detail—grilles, shields, brackets, tiled roof, and so on—but there is more than a suggestion of the Mexican Indian in its mesa-like masses, its plain, square openings, its boss-studded doorway flanked with century plants. The rough texture of the stucco wall, and the deep reveals here and there are suggestive of our old adobe structures.

While the picturesqueness of the building is undeniable, it is quite evident that all these balconies and terraces and porches were designed, not just for decoration, but with an object.

Provision has been made for sunshine and shade, for view and for privacy. It gives every impression of being a livable home, although it would probably not suit a great



DOORWAY TO MR. COAK'S HOUSE, PEBBLE BEACH, CALIF.



MR. COAK'S HOUSE FROM THE GARDEN

many people. But, fortunately for the world and for architects, tastes differ, and there is always a good solution for every house problem—for the man who really *is* an architect.

Every one of these houses has character, scale and "style." It will be interesting to watch the development of this new company.

STATEMENT OF BOARD OF DIRECTORS ALLIED ARCHITECTS' ASSOCIATION OF LOS ANGELES

There was organized in Los Angeles in the first week of July, 1921, an association of professional men to provide the municipal, county, state and national government an opportunity of obtaining the highest expression of the art of architecture in public buildings and structures and at the least possible cost.

Thirty-three of the leading architects of Southern California have associated as members of the Allied Architects' Association of Los Angeles, and have incorporated under the laws of the State of California as a co-operative association not for profit.

The plan, the idea, the ideal of this organization, simply expressed, is this:

Thirty-three architects believe that they can subordinate and submerge their individual interests, to the end, that they shall,

collectively, as allies and co-workers, offer the civil authorities a method of securing the best of architecture in public structures at no greater cost to those authorities for their collective services than would be paid to an individual architect, and with the most complete assurance that the buildings would be built for the least possible cost to the public.

The idea is to give collective service: the ideal is to achieve thereby an adequate expression of the art of architecture in our public structures. The idea and the ideal are expressed in the by-laws of the association:

"The paramount purposes of this association is to advance the art of architecture, and by the professional co-operation and collaboration of all its members to secure for and to provide municipal, county, state and national governments with the highest and best expression of the art of architecture in the designing, planning and construction of public buildings, structures and improvements and at the least possible cost. It is not intended that this association shall accept or perform architectural services for private individuals, firms, or corporations; but this shall not be deemed to prevent the association from rendering any of such services to its own members."

(Continued on page 14)



THE ENTRANCE COURT OF MR. COAK'S HOUSE, PEBBLE BEACH, CALIF.

THE GARDEN



GARDEN OF MR. JAS. HOATSON, LOS ANGELES, CALIF.

THE VALUE OF LINES IN A GARDEN

The garden of Mr. James Hoatson, in Los Angeles, is a peculiarly convincing illustration of the effectiveness of lines. Here is a succession of terraces and walls, which repeat the long horizontal treatment of the villa on the crest; while the long straight flights of steps, the Italian cypress trees, the slender lamp posts, accent the vertical.

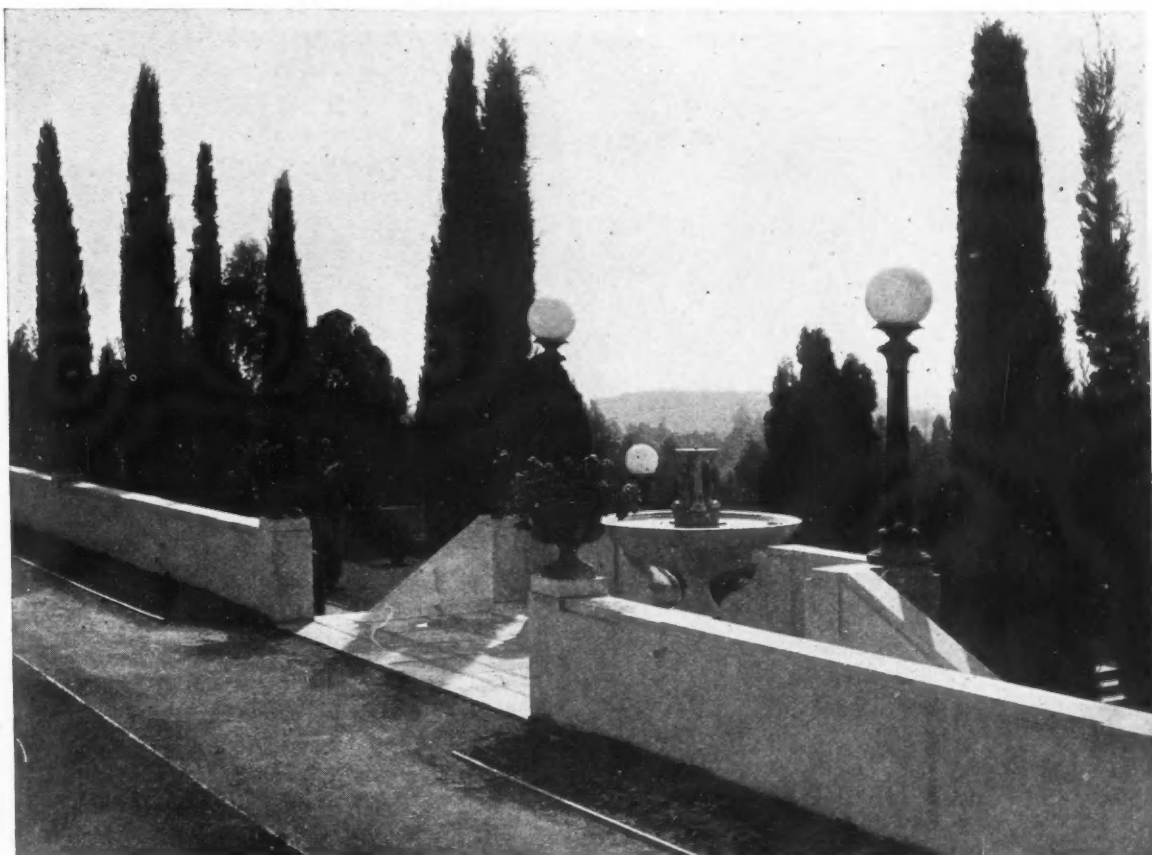
When it is resolved into its elements, this is clearly a composition of vertical and horizontal lines. The occasional arches, urns and shrubs relieve the ensemble from any feeling

of stiffness. But the long sweeps of practically unbroken line produce an effect of dignity and of spaciousness that is remarkably fine.

The general treatment is marked by simplicity and restraint. What there is of ornament has delicacy and refinement of detail; there is a well-preserved sense of scale.

Here, in short, is Italy graciously wedded to California; the fine flower of the ages flourishing in the fertile soil of the new world. May this union be blessed and its fruit be prolific!

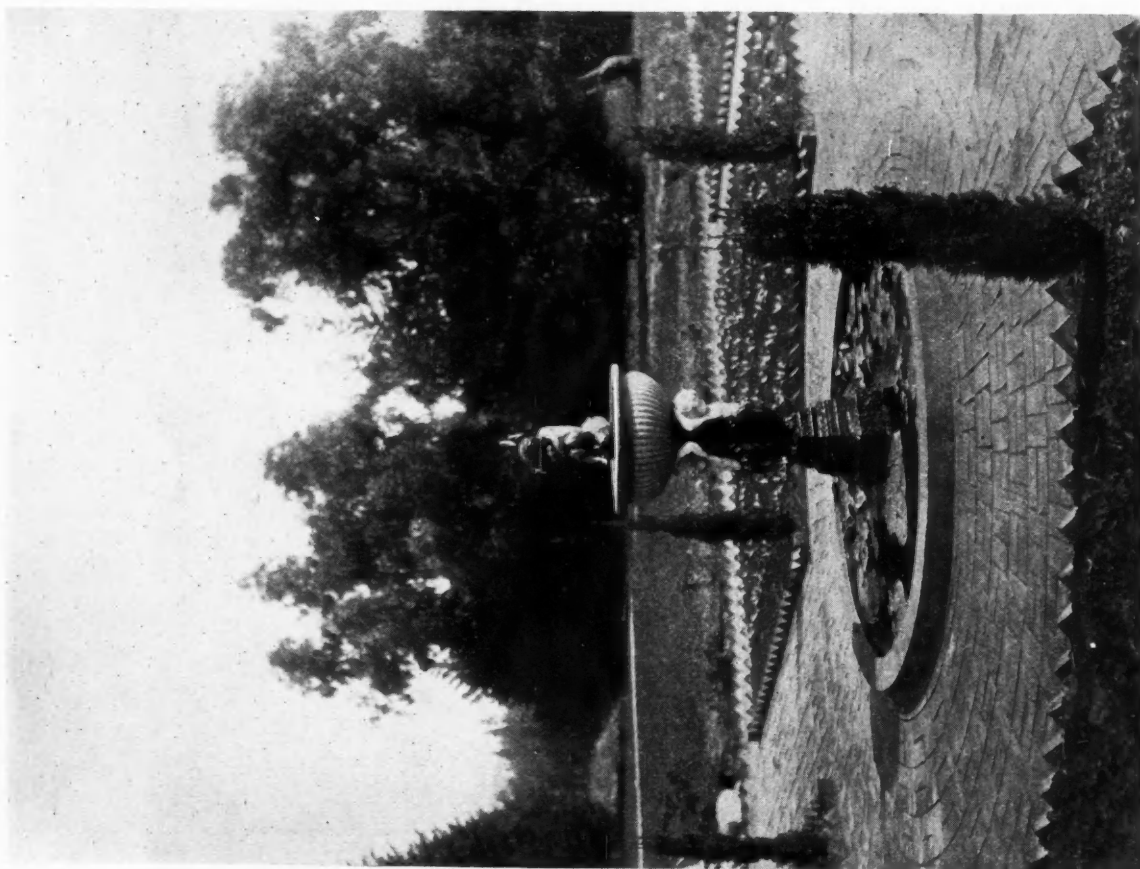
THE BUILDING REVIEW



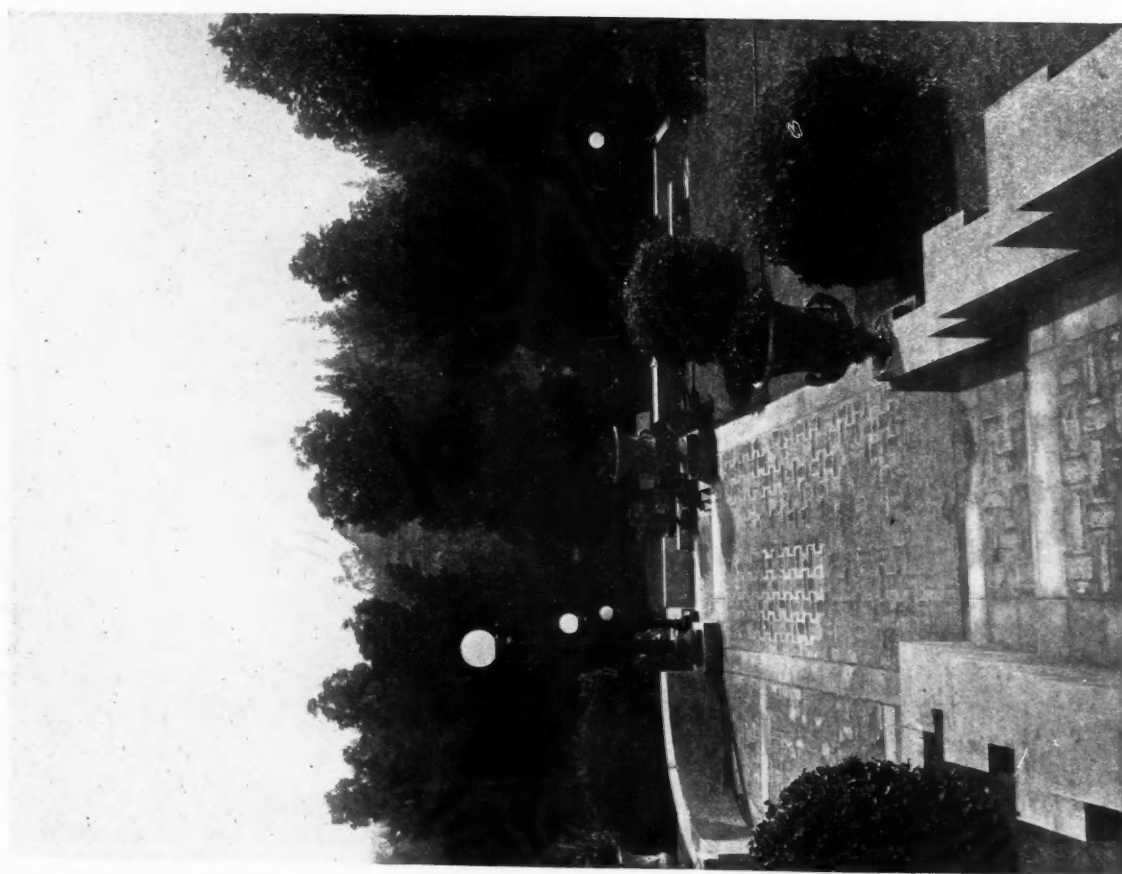
FROM THE UPPER TERRACE OF MR. HOATSON'S GARDEN



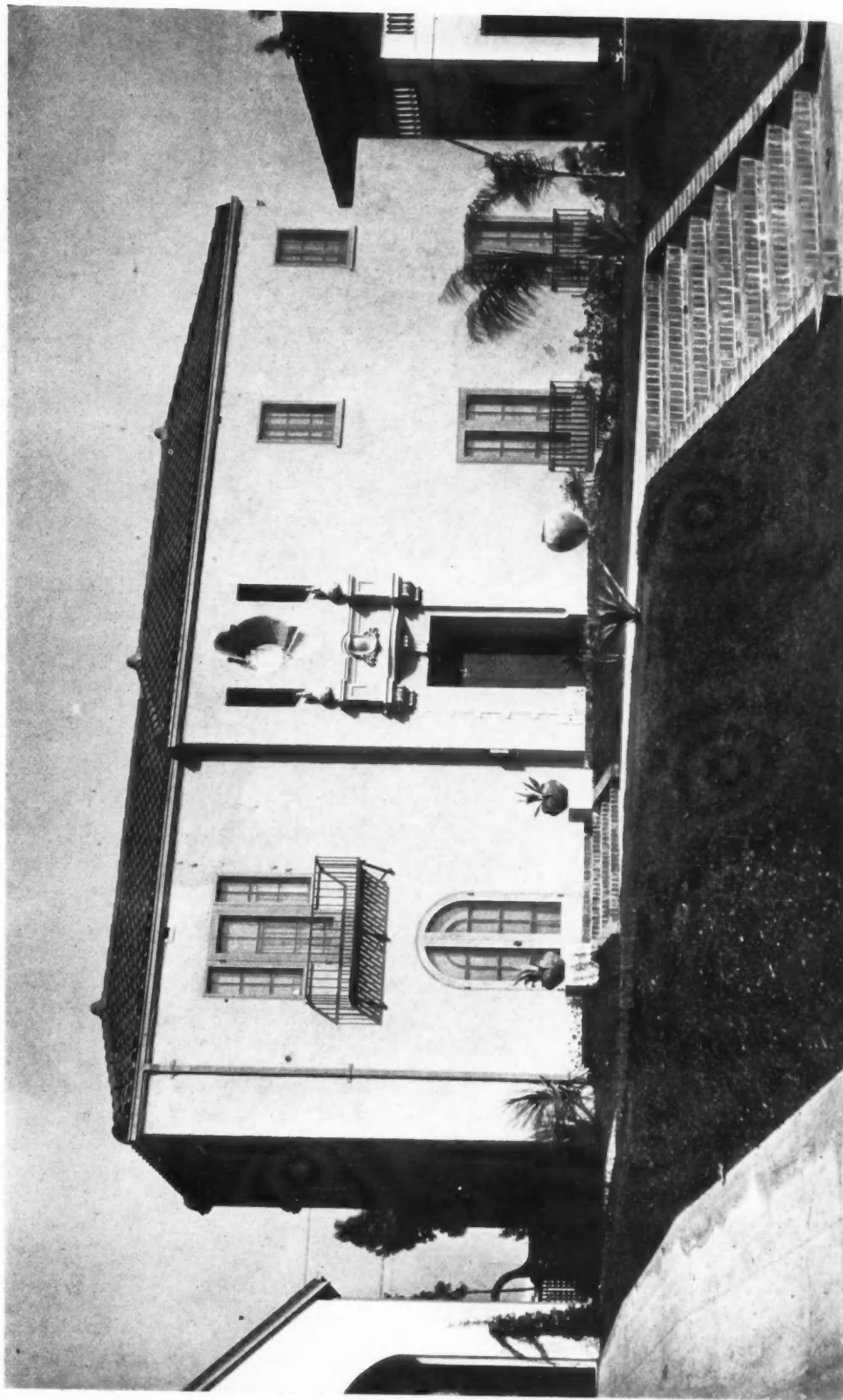
THE UPPER TERRACE WALL, MR. HOATSON'S GARDEN



FOUNTAIN ON THE HOUSE TERRACE, MR. HOATSON'S GARDEN



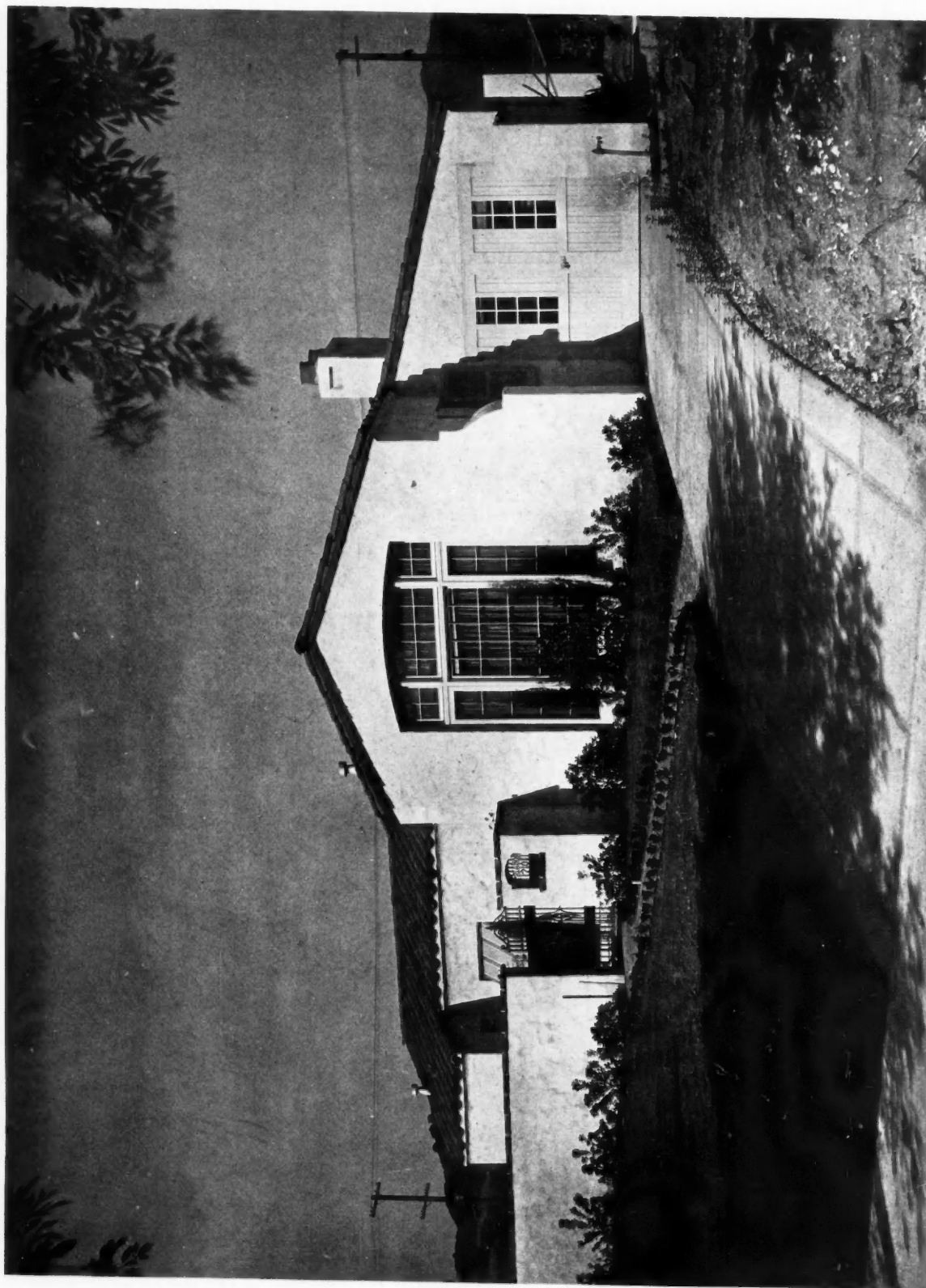
STEPS FROM UPPER TERRACE, MR. HOATSON'S GARDEN



LOS ANGELES, CALIFORNIA

RESIDENCE OF MR. ROBERT O. VREDENBURGH

H. H. WHITELEY, ARCHITECT



H. H. WHITELEY, ARCHITECT

RESIDENCE OF MR. S. W. P. STRELINGER

BEVERLY HILLS, CALIFORNIA



PATIO, RESIDENCE OF MR. S. W. P. STRELINGER
BEVERLY HILLS, CALIFORNIA
H. H. WHITELEY, ARCHITECT



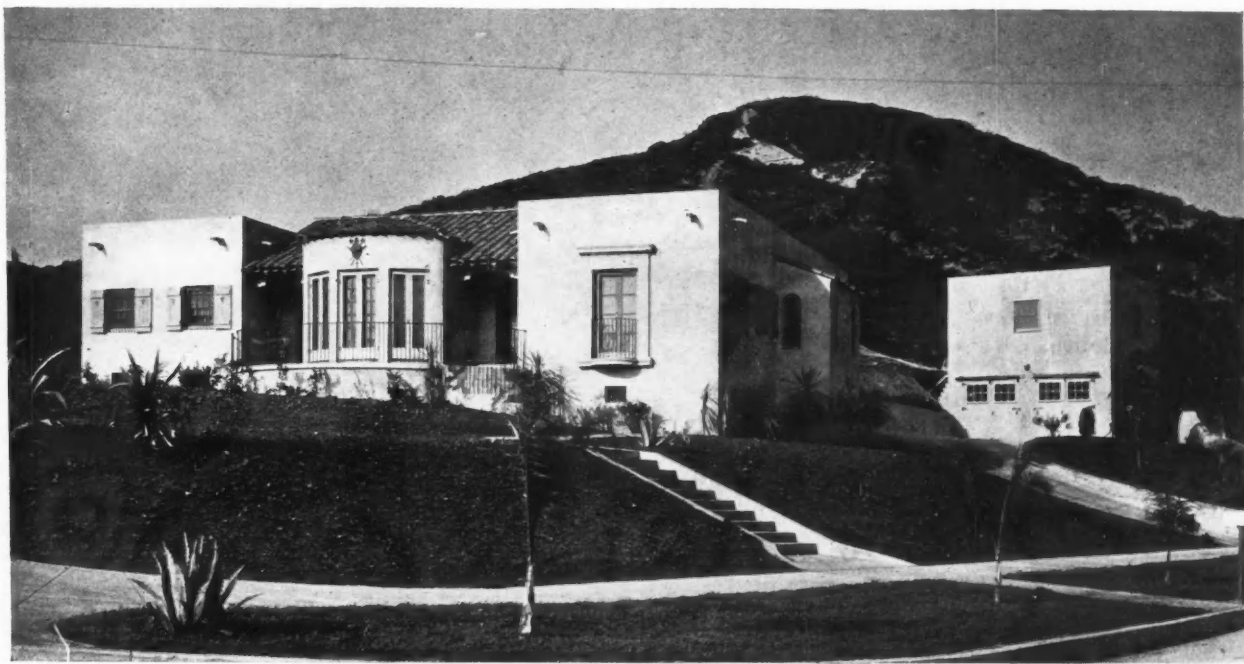
PERGOLA AND PATIO, RESIDENCE OF MR. G. VAN CAMP
LONG BEACH, CALIFORNIA
H. H. WHITELEY, ARCHITECT



H. H. WHITELEY, ARCHITECT

PATIO, RESIDENCE OF MR. H. M. RUEBY

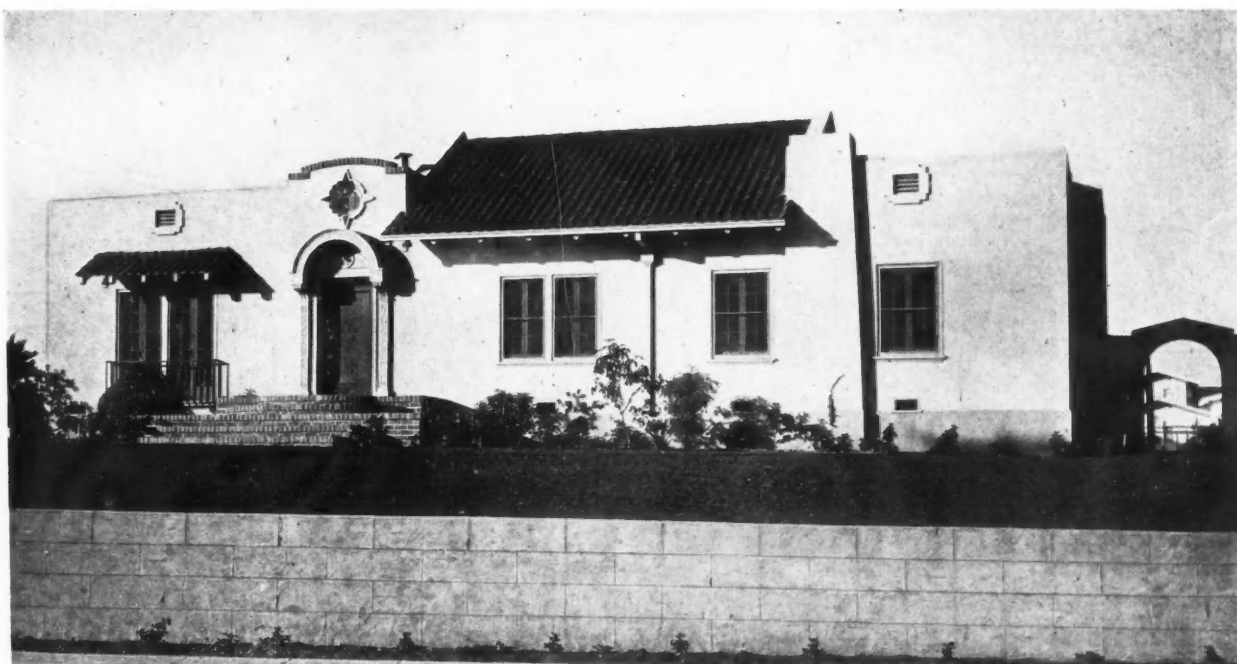
LOS ANGELES, CALIFORNIA



LOS ANGELES, CALIFORNIA

RESIDENCE OF MR. H. M. RUBEY

H. H. WHITELEY, ARCHITECT



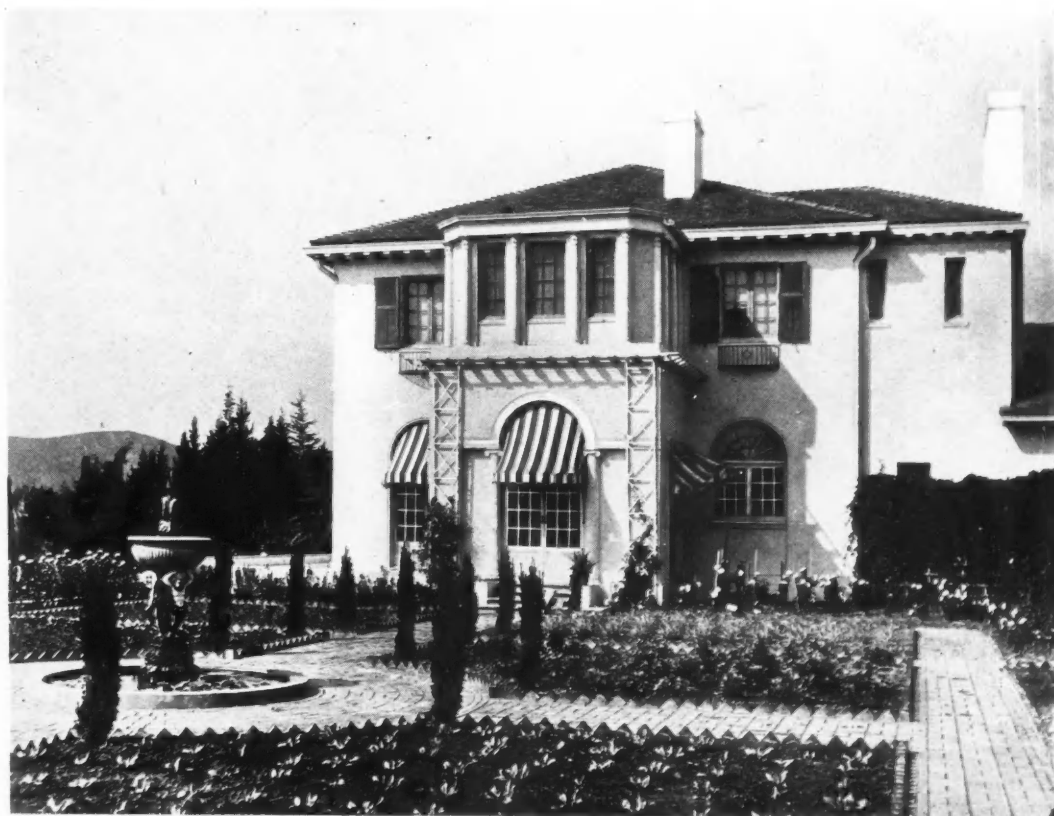
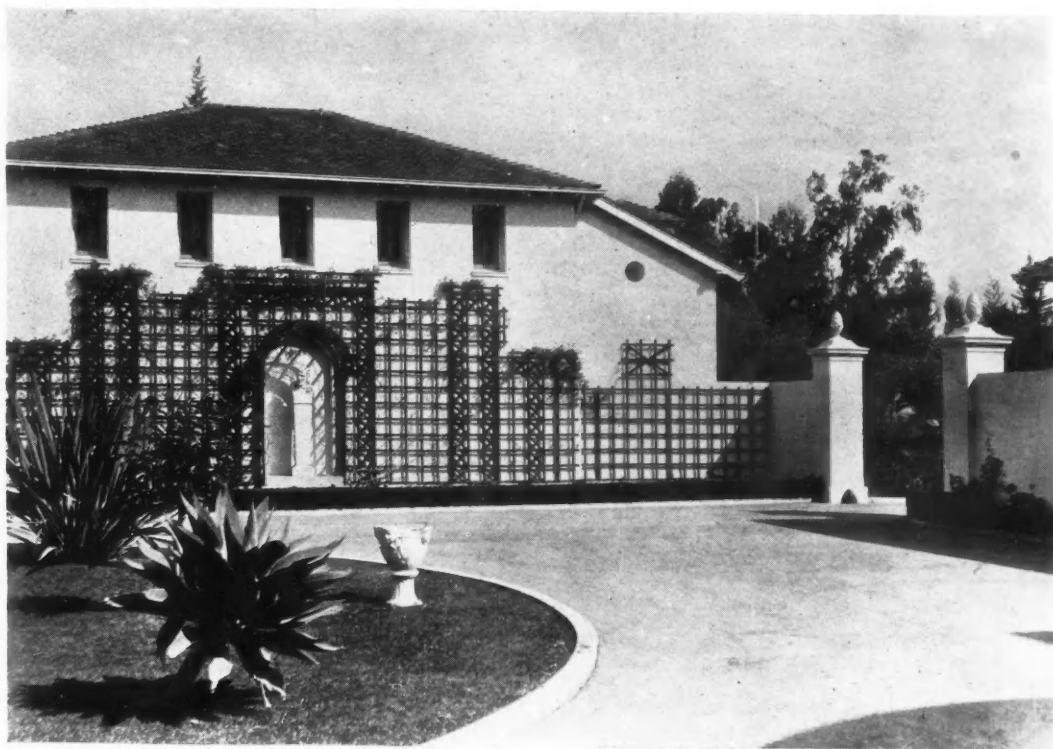
LONG BEACH, CALIFORNIA

RESIDENCE OF MR. GILBERT VAN CAMP

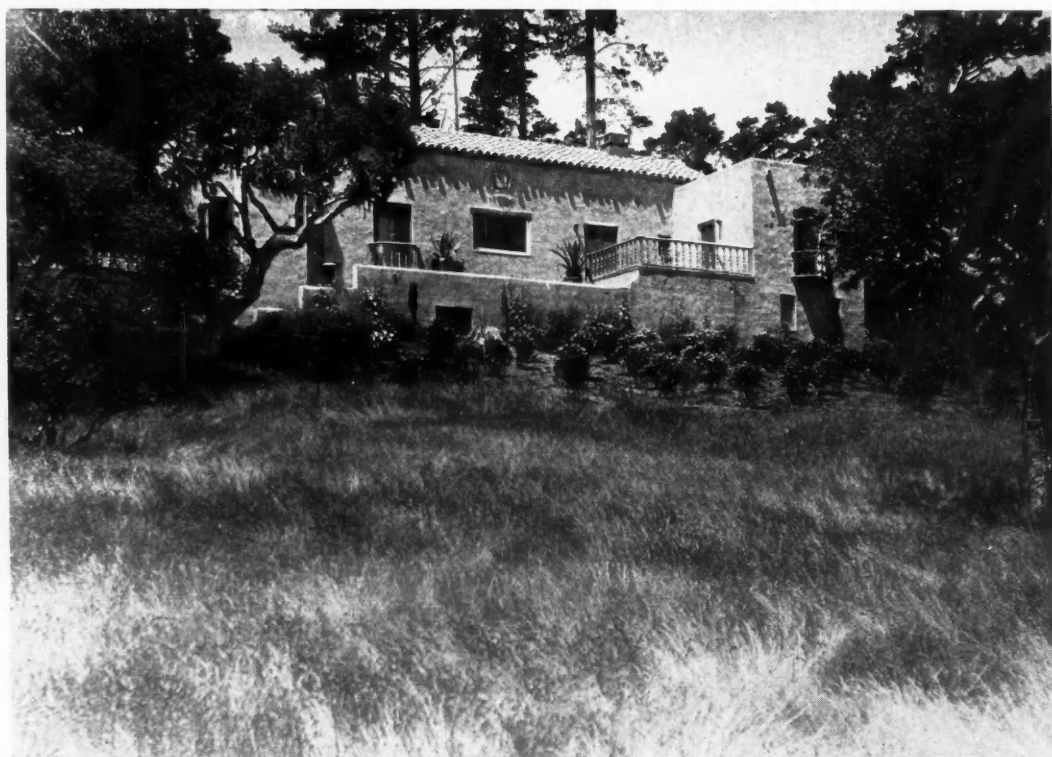
H. H. WHITELEY, ARCHITECT



LOS ANGELES, CALIFORNIA RESIDENCE OF MR. JAS. HOATSON
PIERPONT AND WALTER DAVIS, ARCHITECTS



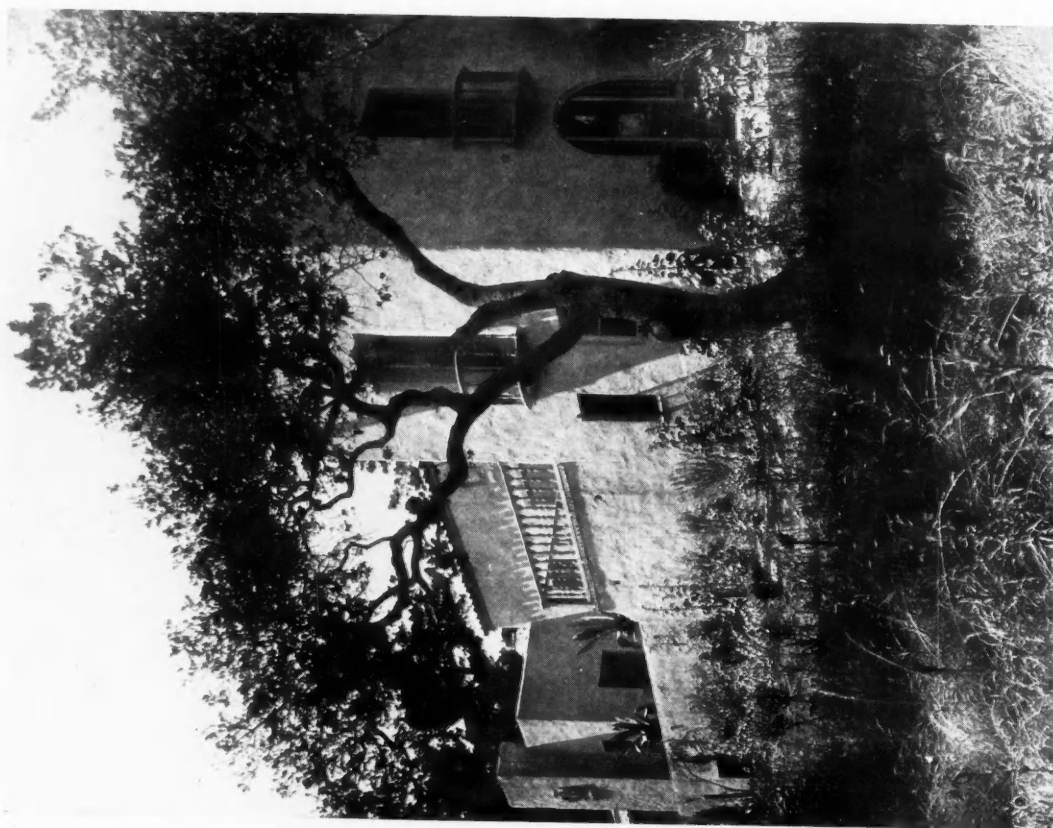
LOS ANGELES, CALIFORNIA
RESIDENCE OF MR. JAS. HOATSON
PIERPONT AND WALTER DAVIS, ARCHITECTS



PEBBLE BEACH, CALIFORNIA RESIDENCE OF MR. GEO. COAKS
PIERPONT AND WALTER DAVIS, ARCHITECTS



RESIDENCE OF MR. GEO. COAKS
PIERPONT AND WALTER DAVIS, ARCHITECTS
PEBBLE BEACH, CALIFORNIA



PIERPONT AND WALTER DAVIS, ARCHITECTS



RESIDENCE OF MR. GEO. COAKS

PEBBLE BEACH, CALIFORNIA



LOS ANGELES, CALIFORNIA RESIDENCE OF MRS. MUCHMORE
PIERPONT AND WALTER DAVIS, ARCHITECTS



ENTRANCE DETAIL, RESIDENCE OF MRS. MUCHMORE
LOS ANGELES, CALIFORNIA
PIERPONT AND WALTER DAVIS, ARCHITECTS

INTERIOR DECORATION



LIVING ROOM

A NOVEL WALL TREATMENT

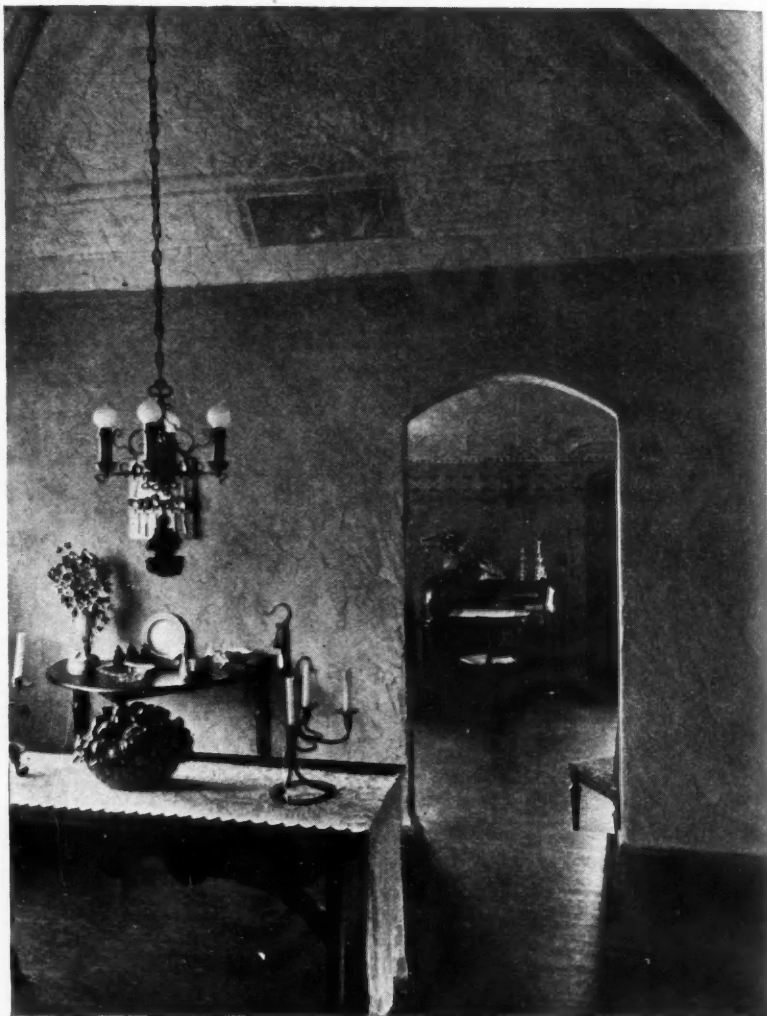
Messrs. Pierpont and Walter Davis have lived up to their reputation in the house built for Mrs. Muchmore, in Los Angeles. It is a home with distinct individuality, and charming as the house is outside, it is the interior which excites special interest and admiration.

There are three strikingly original points of treatment; the shape of the walls, their texture and their decoration.

The architects have used variously the pointed arch, the groined vault, the barrel arch, the flat ceiling. The plaster is so rough as to show the trowel marks in irregular profusion. And it is an all plaster surface; the base is merely a protecting fillet, and there is no cornice or moulding.

But these features are supplanted by an extremely interesting use of stencil decoration. In some cases this follows structural lines; it stimulates ribs or freize or casing; it becomes a mural panel in a lunette. Even so, there is nothing conventional in the broad frieze dying out into rough plaster, with oblong center medallion and spear-like scroll motive carried well up into the triangle above.

With crude color schemes, these rooms would be startling, bizarre; but with carefully studied and blended shades, this treatment is capable of limitless charming possibilities. Not the least point of interest it opens is the opportunity for people of good taste but small means to express personality.



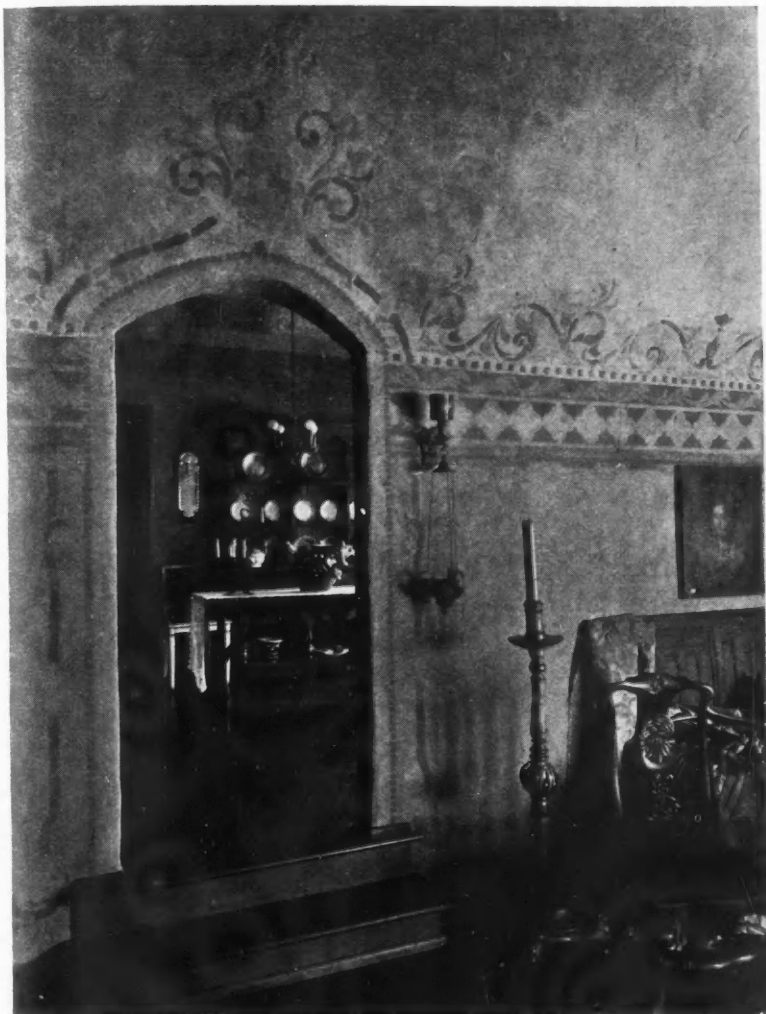
FROM DINING TO LIVING ROOM



BOUDOIR

Residence of
Mrs. Muchmore,
Los Angeles,
California

THE BUILDING REVIEW



FROM LIVING TO DINING ROOM

Pierpont and
Walter Davis,
Architects



A BEDROOM

THE BUILDING REVIEW



OFFICERS AND DIRECTORS OF THE ALLIED ARCHITECTS' ASSOCIATION,
LOS ANGELES, CALIF.

H. M. PATTERSON, TREASURER

(Continued from page 7)

The charter further says:

"To secure to its members the benefit of a common centralized and aggregated service department and organization, comprehending departments of architecture, engineering, decorative arts. . ."

"By allied and co-operative effort to secure for its members the benefit and assistance of the most competent and skillful engineers, artists, designers, draftsmen, workmen and assistants, by their common and united employment."

The association has planned broadly. It has its own drafting, engineering and super-

intendent forces; its own offices and its own entity throughout. As an association it has no capital stock; the rights, interests, privileges and liabilities of every member are equal and no member can have or acquire a greater interest therein, nor be subject to a greater liability, than any other member. A member is without interest in the assets of the association other than that conferred by his membership; on termination of membership for any reason, all rights and interests of the member in the assets of the association cease. Any gains the organization may make will be principally expended in those things that will be of aid to all architects in their professional duties, such as comprehensive architectural library, meeting rooms and educational facilities for draftsmen. It is intended that only the most nominal gains will accrue to the membership; hence, a membership is attractive and will be confined to those archi-

THE BUILDING REVIEW

fects only who are in sympathy with the idea of this association and the opportunity it offers to give public service, and who have achieved the qualifications for membership. The by-laws so express this point:

"Any architect who, because of his ability and qualifications has advanced the art and profession of architecture and thereby is especially fitted to render professional services for public welfare, is eligible as a member of this association."

The membership is open to those individual architects who have achieved these high qualifications; by application to and approval of the Board of Directors and 90 per cent of the entire membership, such an architect becomes a member of this organization and, as evidence of such election, the certificate of the association is issued to the member.

The membership is safeguarded from those who fail to fulfill the loyal service demanded or who find the work irksome or not to their taste; a membership can be terminated by resignation of the member, for dereliction of duty to the association or other cause by a vote of 75 per cent of the members, or for any reason, by a vote of 90 per cent.

The cost of membership has been put at the nominal fee of \$100; this has been fixed in the charter of the association, so that the entrance of any architect to the association will not be barred by its cost. The association desires the personal services of its members; not their money.

The members will be compensated for their services to the association paid out of the receipts from the various commissions accepted by the association. The Board of Directors fixes this compensation in each individual case and for each commission. The directors and officers receive no salaries.

It is not expected that the duties of the members will be onerous, but there are no qualifications in this respect. Every member has signed this document on the books of the Association:

"I hereby acknowledge that I have read the Article of Incorporation and the by-laws of this Association, and I do promise and agree that I will comply with and uphold the principles and aims of this Association as expressed in them. I further promise and agree that I will render promptly diligently and faithfully to the Association such personal service as may be assigned to me by the Board of Directors, and for the compensation, if any, allowed therefor by them, and will endeavor, to the best of my ability, to

work harmoniously and unselfishly with my fellow members of this Association."

The business and the property of the Association is conducted, managed and controlled by the Board of Directors. Those first elected are:

Octavius Morgan, Edwin Bergstrom, D. C. Allison, Reginald Johnson, Myron Hunt.

The officers first elected are:

Octavius Morgan.....*President*
Edwin Bergstrom.....*1st Vice-President*
David C. Allison.....*2nd Vice-President*
H. M. Patterson.....*Treasurer*
J. J. Backus.....*Secretary*

Both directors and officers are subject to immediate removal for neglect of duty or other causes.

The initial roll of members is:

Octavius Morgan	Robt. D. Farquhar
Edwin Bergstrom	H. C. Chambers
Myron Hunt	John P. Krempel
Reginald Johnson	Elmer Grey
David C. Allison	O. W. Morgan
J. J. Backus	Wm. M. Clarke
Henry M. Patterson	Alfred W. Rea
A. M. Edelman	Pierpont Davis
Sumner P. Hunt	Arthur D. Benton
Harwood Hewitt	J. E. Allison
Rollin Germain Hubby	W. J. Dodd
Sylvanus B. Marston	Wm. Richards
Robert H. Orr	Chas. F. Plummer
Henry F. Withey	Gordon B. Kaufmann
Carleton Monroe Winslow	H. S. Johnson
Garrett Van Pelt, Jr.	Clarence E. Noerenberg
	Roy C. Mitchell

The administration of the work of the association and the operation of its departments is in accordance with the most efficient and economical practice; its chief divergence from the ordinary practice is its machinery for securing the collective criticism and service of its members. The talented designers, those men who have really been educated to know and understand the good things in architecture and to express them, those men who so seldom have the opportunity to function, this touch can never be lost because the opportunity by this association, and the member whose qualifications most fit him for the work in hand, will function most strongly on that work, and every member will contribute his ability to every structure that is built under the direction of the association.

The practical sides of the undertaking, as well as the aesthetic, are fully cared for; the association gives its most experienced minds to exercise the business and executive functions and to care for the structural, mechanical, electrical, architectural, sanitary and supervising problems. Its carefully selected and rounded out membership gives, in every branch of architectural work, a collective service that no private individual, firm or corporation can buy.

THE BUILDING REVIEW

GENERAL BUILDING NOTES

Hydro--Electric Development

By FRANK R. DEVLIN

Former President California State Railroad Commission

In my opinion, the one thing upon which the material prosperity of California depends more than any other, is the economical, timely and intelligent development of the hydro-electric resources of the State.

California more than any other state in the Union, and perhaps, indeed, more than any other section of the world, has been blessed in natural resources. First the lure of the mines arrested the attention of the world and beckoned the hardy pioneers to the new Eldorado of the West. Then came the transition from mining to agriculture, followed by the marvelous development of the deciduous and citrus fruit industry and now the State's magnificent harbors and the rivers tapping its wonderful, fertile valleys presage a wonderful shipping future, and it takes no great vision to foresee its opportunities, facing as it does the certain and comparatively early development of the Orient.

It has always been recognized that the only serious handicap to California as a manufacturing state is the lack of cheap fuel. Nature in disposing of her wonderful bounties was most generous to our State, but California never possessed coal either in character or amount that would be of any appreciable value in manufacturing industries.

(Continued from page 15)

The individualistic touch is necessary to all architecture and to every art; without it there is no life or interest. So in this organization, this touch can never be lost because the method of organization under which it operates provides that some individual member will always have the architectural expression of the problem, under and subject to the criticism of his co-workers.

This association intends to offer its service to all public officials. It intends to become a vital, active force in public welfare and will welcome opportunity to serve.

Such is the plan and the idea of this Association of Architects. Such is the vision of this group of co-workers who, through service to the public, each giving to every problem more than they can hope to be adequately compensated for in money, hope to inject a new idea, a new force into civil affairs, a new idea of service. An idea that, successful here, must spread far beyond the confines of this association, and we even dare to hope may develop into a new form of national fellowship, into a new development in the relation of this profession of ours to the civic authorities, and a new force in architecture which will be a definite vital step in the advancement of that art.

With the discovery and development of the California oil fields some years ago, it was hoped that this important link, so necessary to the strength of California's chain of development, was supplied. But the uncertainty of oil production, and the ready absorption of the California supply abroad as well as at home, reduced very measurably the hope that California was ready to take her position in the front rank in the manufacturing world as she had in practically every other line of commercial development. Today experts are endeavoring to estimate how long the California oil supply will last, and feverish effort is being made to discover other oil deposits throughout the State. And at the same time engineers and economists are endeavoring to determine how long the supply in the coal fields will satisfy the demands of the Nation; survey is being made of the vast coal fields of Pennsylvania, West Virginia, and other coal producing sections.

California has, however, in another form and in an amount that is little short of stupendous, potential fuel and power that will, in my opinion, if intelligently developed, make California the leader as a manufacturing state as it was in mining and as it is in fruit raising.

The tremendous waste of power in this State which has been flowing down the mountain gorges and to the valley streams and thence to the sea in the form of unharnessed and unchecked hydro-electric power is something almost appalling. Science has demonstrated that these millions upon millions of horsepower can be brought from the mountain gorges to the valleys to aid irrigation; to the seaboard to aid manufacture; to the railroads to facilitate transportation; and to the homes to make even more comfortable the residents of California.

With the readjustment period through which we have been passing, will come, in my opinion, an abnormal period of development. Industry and manufacturing will be promoted on a larger scale than ever before. But the one thing that the promoters of large manufacturing industries will first demand before locating a plant will be sufficient and PERMANENT fuel or power. Plants investing millions and tens of millions, will look further than a fuel supply for five years, or ten years, or twenty years; but they make inquiry as to what the fuel or power supply will be fifty years hence.

Unquestionably the most permanent, if not indeed the only permanent supply of power that Nature guarantees will be that of hydro-electric.

The Pacific Coast possesses approximately two-thirds of the potential hydro-electric power of the United States. Is there any question as to the future of California as a manufacturing state with this power available and waiting only the development and conversion from waste water into electric energy? The answer should be no; but the answer should be qualified, and I again repeat what I said at the outset, namely, that **THE ONE THING UPON WHICH THE MATERIAL PROSPERITY OF CALIFORNIA DEPENDS MORE THAN ANY OTHER IS THE ECONOMICAL, TIMELY AND INTELLIGENT DEVELOPMENT OF HER HYDRO-ELECTRIC ENERGY.**

Timeliness means now. That is, it means an immediate recognition of our potential hydro-electric possibilities and an anticipation of the demands which, if we are to enjoy the benefits of those resources, soon will be upon us.

Economical development means comprehensive, business-like, scientific development with due regard to proper co-ordination of the various hydro-electric developments throughout the State.

Intelligent development means a recognition by the public that the development of the hydro-electric resources brings an added income and added prosperity to every resident of California whether immediately engaged in the electric development work; whether cultivating the fields or orchards; whether engaged in merchandising in the larger cities or towns of our State; or whether indeed employed as an artisan in any of the various industries of the State.

Intelligent development can be had only through a recognition by our people of the fact that fair and honest treatment must be accorded those who undertake such work.

THE BUILDING REVIEW

By MEREDITH P. SNYDER
Mayor of Los Angeles

"The hydro-electric development program of the city of Los Angeles, including the achievements of the past and proposals developed for the future during my incumbency, is a dream of power—a dream of harnessing not only the streams of the Sierra Nevada Mountains, but also the Colorado, and taking from them power which it is planned will, when added to the energy along the municipal aqueduct, make Los Angeles the greatest industrial mart of the Pacific Coast.

"Years ago we realized that Los Angeles, with the most ideal climate in America, a highly productive agricultural back country and unexcelled rail and water transportation facilities, lacked but one element—power—to make her the "Queen of the Pacific". Without unlimited power to turn the wheels of future industry, we realized that the city would continue to remain merely an overgrown country town, a winter home for wealthy tourists.

"If it were to become a factor in the commerce of two-thirds of the population which lives in the lands bordering the Pacific, it must have energy, not only for the present, but for future, industrial enterprises.

"Distance made coal impossible. Of oil, Southern California produces plenty, but it is expensive and the lives of oil wells are uncertain. And, besides, it was realized that oil must in the end be conserved for use in cases where no substitute exists. But one source remained where the much longed for energy could be found—hydro-electric power.

"Therefore, we turned towards hydro-electric development. That energy, to insure the city's growth, was the first thought from the very inception, is indicated by the fact that in naming the department of the municipal government which has charge of the electrical service, the word "power" was given precedence, and, at the insistence of E. F. Scattergood, who has been from the beginning, and still is, chief engineer, the Bureau of Power and Light was established.

"Today the total horsepower available for development from the municipal aqueduct and tributary streams, approximates 250,000, of which 72,000 horsepower has so far been brought in from fractional installations at San Francisquito plants Nos. 1 and 2, the "river plant" and the plant at Franklin Canyon.

"The aqueduct still has 178,000 horsepower capable of development. The 72,000 horsepower already developed is now being distributed in the city of Los Angeles, partly on the municipally owned lines and partly on the system built by the Southern California Edison Company, but which is soon to be taken over by the city.

"The city, over its own lines, already distributes 45,000,000 kilowatt hours, and of that amount it is significant to note that 36,000,000 are sold to industries. These industries total about 300 in number and furnish employment to approximately 30,000 men. These industries were attracted to Los Angeles largely by the cheap hydro-electric power obtainable from the city; otherwise, many of them never would have come here.

"Assuming that each of the 30,000 employees is the head of a family of three, it seems safe to point out thus far the hydro-electric program of the Bureau of Power & Light has made possible a 90,000 increase in the city's population, but this marks merely the beginning of the city's industrial development.

"Power, and yet more power, must be provided to insure Los Angeles against future demands. The growth of the industrial load has been entirely out of proportion with the curve of population.

"In 1915 the total kilowatt hour demand upon the city was 90,000,000. In 1920 it was 250,000,000. For 1925 it is estimated at 500,000,000. What it will be in 1930 is dependent entirely upon the amount of power which the city can develop.

"It is with the possible demands of 1930 in mind that the city is reaching out to develop more resources. The first move is to bring in at least 90,000,000 kilowatt hours more from the stream which furnishes the aqueduct waters—the Owens River. To do this three plants, for which preliminary work is now under way, will be built in the vicinity of the Owens River gorge and in connection with them a transmission line 265 miles long will be necessary. Through this transmission line it will also be possible to deliver 30,000 horsepower more from plants now existing on tributaries of the Owens River.

"The next step will be the full development of San Francisquito Canyon plants Nos. 1 and 2, where fractional production now exists, and this production will make possible a grand total from Owens River sources of approximately 250,000 horsepower.

"In addition, the city of Los Angeles has won its suit against the Southern Sierras Power Company, and will be able, therefore, to develop an additional block of 15,000 horsepower in the Owens River gorge. This, however, will not be enough to meet the demands for power certain to be made upon Los Angeles, and, realizing this, the Bureau of Power & Light is now turning to other streams. On the Colorado River, the city of Los Angeles has filed on some 500,000 horsepower, and is in a peculiarly strategic position because at the time that the Federal Power Commission was created W. B. Matthews, the city's legal representative, was able to put into the power bill creating the commission a clause giving preferential rights in the development of water power to the municipality.

"Nor is this all. Over twenty filings have been made on the Kings and Kern Rivers, one of the filings being so far north as to lie directly east of the Hetch Hetchy project, from which San Francisco obtains its water. The power which will be obtained from these plants, when added to that supplied by the Owens River and the Colorado River, should take care of the city's demands for both domestic and industrial energy for years to come."

TRAFFIC DEVELOPMENT

Earliest possible relief of transbay and peninsula traffic problems is imperative. The projected skyline boulevard down the peninsula is one element of relief in prospect, the proposal to electrify the Southern Pacific lines to San Jose is another, and added ferry facilities another. These latter two, however, must be provided by the Railway and doubtless the Railway, alert for business, will provide them when conditions warrant.

In any event the bay must be bridged as soon as possible. Ultimately, with the industrial development and growth of the City, Bay District and Central California along the lines of the Rastall Report to the Chamber of Commerce—a fore-runner that will lead to a realization of the Burnham Plan in all of its magnificence—several bridges, to say nothing of tunnels, will be necessary requisites of future traffic conditions.

In considering plans for bridges, the best of engineering talent will no doubt be employed; but the project carries with it an obligation involving appearance, the artistic fulfillment of which must assure our people that no proposed bridge will result in the disfigurement of our incomparable bay landscape.

Bridge building in ancient times developed into an art in which the highest artistic ideals found expression. These bridges however were of masonry construction. The introduction of structural steel in the design of modern bridges presented a new problem which as yet has not, except in rare instances, found high artistic solution. The introduction of steel in building construction has, in modern skyscrapers, evolved some of the world's most artistic productions. It is therefore not impossible that a steel bridge may be not only practical and economical, but artistic as well.

Equally important would be the beautification of the highways with restrictions that no building shall be within seventy-five feet thereof. This is highly important, in view of the fact that the magnificent avenue of trees along the present highway, especially between San Bruno and San Mateo, is, with the advent of each new bungalow, garage or other building, being rapidly and needlessly cut down—as in like manner it already has been between San Bruno and Daly City.

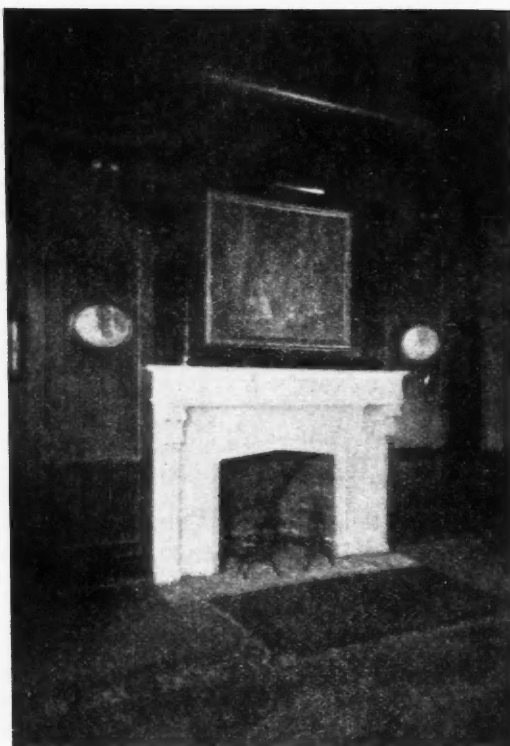
Indeed, all highway work both State and National should carry with it restrictions against the destruction of trees and provide space for the planting of trees. Such trees could, according to local conditions, climatic or otherwise, be either shade trees, fruit trees, palm trees, or just trees. There is scarcely a limit to ideals of beauty combined with utility and profit that might not thus be secured.

Just imagine such a park-way through the heart of a congested city. This would naturally follow if such a park-way was laid out before the city grew up to it. Such an effect would be comparable only to the Champs Elysees of Paris.

In other words, all highways should and could be park-ways, just as all bridges should and could be beautiful.

WILLIS POLK.

EDITORIAL



RECEPTION ROOM, OFFICE OF H. H. WHITELEY,
ARCHITECT, LOS ANGELES, CAL.

It is a very interesting experiment which has been started in Los Angeles. The progress of 'The Allied Architects' Association will be watched by the entire country, for a new principle of public service is involved. It has the spirit, if not the letter, of communism; but it has more practical promise of success, for ideal as the communistic theory may be, in practice the public control of industry has resulted in the destruction of initiative and the consequent letting down of efficiency, as we have found out to our sorrow.

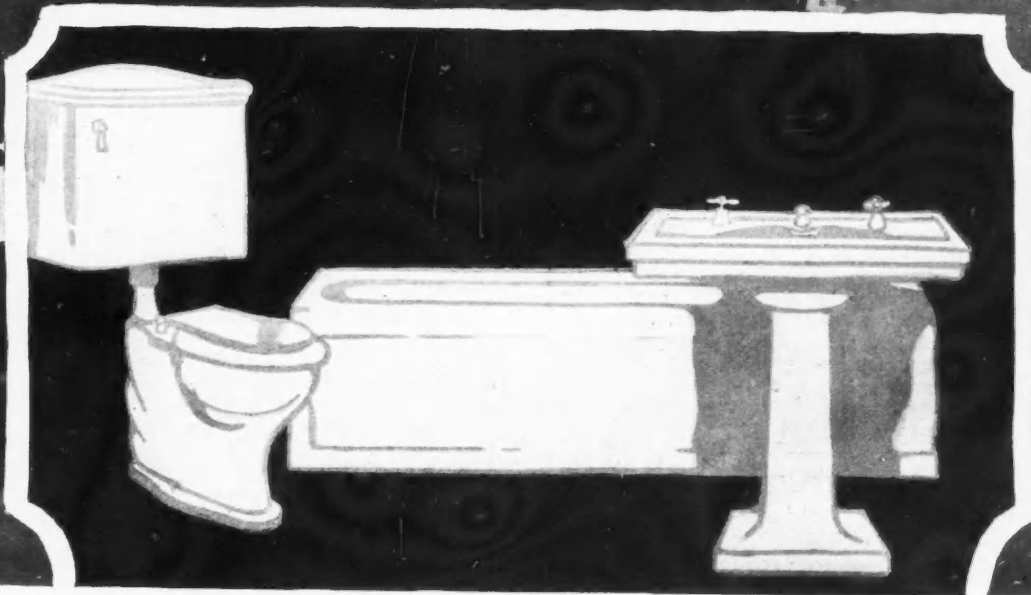
This movement, however, is formed along practical business lines, and remains a private organization dependent upon its own exertions—and efficiency—for its existence. Its difference from other, strictly commercial, organizations, lies in the fact that it avowedly puts public weal before private profit. In other words, the association will give to public buildings not only the same expert attention which private work receives, thereby insuring full value for money expended, but in addition to this every portion of the work will be under the care of an expert in that special line, and there will be full co-ordination between all departments.

And here lies the experiment. Will a group of artists—for every architect worthy of the name must contain something of the artist—be able to harmonize their temperamental differences in order to conduct, successfully, work of this character? The answer to that question spells success or failure.

There is a hopeful analogy in the success of the Architects' Small House Service Bureau, which has been operating in Minnesota under a similar association to such purpose that the A. I. A. has authorized a National Architects' Small House Service Bureau with local Regional Bureaus, of which Minnesota becomes the first, to be followed soon by other bureaus now being organized. Full details of this scheme will be published when the local bureau is ready to operate; the significant point is, that the Minnesota group of architects has been able to co-operate harmoniously in the production of several hundred sets of working plans for small houses, involving mutual criticism and suggestion. Every good citizen will hope that similar success will attend the work of the Allied Architects' Association, with the certain consequence that the general standard of public service will be raised throughout the country.

A CREDIT *To the* WEST

PACIFIC
PLUMBING FIXTURES



OFFICIAL NEWS OF PACIFIC COAST CHAPTERS, A. I. A.

SAN FRANCISCO CHAPTER

During the summer vacation no meetings of the chapter are being held unless specially called.

WASHINGTON STATE CHAPTER

A complete report of the Small House Service Committee, as presented at the 270th regular meeting of the chapter, June 11.

REPORT SMALL HOUSE SERVICE COMMITTEE

After nearly a half day of illuminating discussion, the convention of the Institute at Washington adopted the following resolution almost unanimously:

"The American Institute of Architects, in convention assembled, hereby endorses and approves the formation and proposed operation of The Architects' Small House Service Bureau of the United States, Incorporated, and encourages it to carry on its program with all dispatch and energy.

"It further directs the Board of Directors of the American Institute of Architects to follow the work of the Bureau in detail, and, at its discretion, to take such active part in the management and control of the Bureau as it may deem advisable.

"It further suggests to its Chapters that they take an active part in the formation of Regional and Branch Bureaus and do all in their power to make the work of the Bureau a complete success."

This is putting the conclusion of the matter at the beginning, but states immediately the objective.

Everybody knows about the shortage of houses throughout the United States. There are about 1,250,000 homes needed throughout the country. The cost of construction is high, and consequently very few houses are being built. It is the job of the profession of architects to do its part in solving the difficulty. Mr. Kohn, when he was here, stated that he felt that everybody was entitled to his own home as much as everybody was entitled to an education, that the ownership of a home was as essential to good citizenship as was a good education, and that perhaps it might be necessary to finance home building in the same way that public education is financed.

The best way to approach the subject of small house plans is to follow the experience of the Minnesota Chapter, which is now incorporated and doing business selling plans. It has been selling plans for about one month, and at the present time sells from one to three sets of plans a day. The Minnesota Chapter originally decided to incorporate and produce small house plans, institute advertising campaigns, and sell the plans by mail and over the counter through a small paid organization. Before this was in operation the Southern Pine Association asked them to produce 100 different plans and work up a bungalow book. This immediately gave the Minnesota group a client and a good-sized job. The plans were produced and the book issued, the Southern Pine Association paying all costs in connection with the book and the Minnesota group bearing the expense of producing the fourth-scale drawings. The expense of producing these drawings amounted to about \$35,000, which they expect to get back from the sale of repeat orders for plans. They have been running for a little more than a month now and orders for plans are coming in at the rate of one to three a day. The Southern Pine Association does the advertising in various cities where it has agencies. By this means the book and plans are sold.

The expense of \$35,000 to the Minnesota group for producing drawings represents twice the drafting time plus 80 per cent for profit, which is the basis upon which men are to be paid who produce plans. Everybody is to be paid for whatever they do in connection with the Small House Service Bureau plus 80 per cent profit, payment being made at twice the drafting time. On the other hand, there is to be no profit on the stock of the corporation beyond 8 per cent. If the profit should be greater than 8 per cent, the excess is to be turned back to improve the service or reduce the selling cost of the plans to the purchasers.

The plans and the book were produced under two

committees, one a committee on design and the other a committee on sales, as I remember it. The Committee on Design first works out a program of the number of plans that it wants of three-room, four-room, five-room and perhaps six-room houses, and also determines the general arrangement of the plans by thumb sketches. This is done to avoid different men coming in with duplicate sketches. A complete set of blue prints, specifications, building materials and contract documents are sold for the average price of \$25.00.

Since the approval of the Small House Service Bureau for the United States by the Institute, the Service Bureau has been incorporated nationally. Mr. Edwin H. Brown, chairman of the Institute Committee on Small House Plans, has been appointed the first president of the Bureau. The National Bureau is divided into thirteen Regional Bureaus, covering the entire United States, our division, being known as the North Pacific District, including Oregon, Washington and Idaho. The National Bureau is incorporated along the same lines as a Regional Bureau. The Regional Bureau is controlled by a board of directors of not less than seven and not more than seventeen, and the usual officers. There is to be capital stock of \$50,000, par value \$100 each, and such part paid in as the board of directors may direct. The \$50,000 of stock is divided into two kinds of shares, 500 shares of voting stock and the remainder non-voting stock. The voting stock is held by architects of good standing only, no architect having more than one share. Non-voting stock may be held by anyone interested. It is desirable that at least ten shares at \$100 each of voting stock be paid up before the incorporation of any Small House Service Bureau. It is not necessary that the architect members be members of the Chapter or Institute, and while it is presumed that the members of the Regional Bureaus will be largely Chapter members, still the Chapter has no control over the Regional Bureaus except through the Institute's control of the National Bureau, which includes all the Regional Bureaus.

The organization of the National Bureau is similar to that of the Regional Bureaus except the National Bureau does not produce plans. It encourages the organization of Regional Bureaus for the purpose of helping persons of limited means to own their own homes, approves contracts between Regional Bureaus and clients, executes contracts between national bodies, controls the national publicity, and in general has control of the Regional Bureaus, but does not concern itself with their work only as the Institute concerns itself with the work of the Chapters.

The National Bureau is to have a board of directors of not less than three or more than twenty-seven, and the usual officers. There is to be one director for each Regional Bureau and the Institute is to elect one director more than all the Regional Bureaus. By this means the Institute always has control of the National Bureau.

The capital stock of the National Bureau is to be \$50,000, paid up as may be determined by the board of directors, composed of 5,000 shares at \$10.00 each. One hundred of the shares of stock shall constitute the voting stock and 4,900 shares non-voting stock. The voting stock of the National Bureau differs from the voting stock of the Regional Bureau in that in the stock of the National Bureau an individual may have as many votes as he has shares of stock, while in the Regional Bureau he can only own one share of stock.

Mr. Sexsmith, as well as myself, attended the pre-convention meeting on Small Houses. He also stopped off at Minneapolis and looked over the organization of the Regional Bureau and will tell you of the intimate operations.

Mr. Purcell has explained to you in detail many of the features of this program, particularly the desirability of the formation of a Regional Bureau in the Pacific Northwest. All of us know that it is part of the architect's job to help work out the existing housing problems, and I believe that everyone is willing to help to some degree. Here is an opportunity already formed and it should be accepted on some such conditions as are given later on.

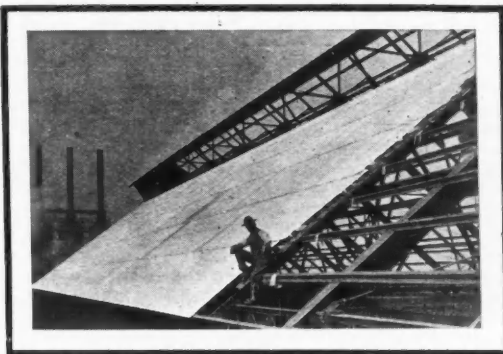
(Continued on page viii)

TABLE OF PURLIN SPACING FOR ROOFING

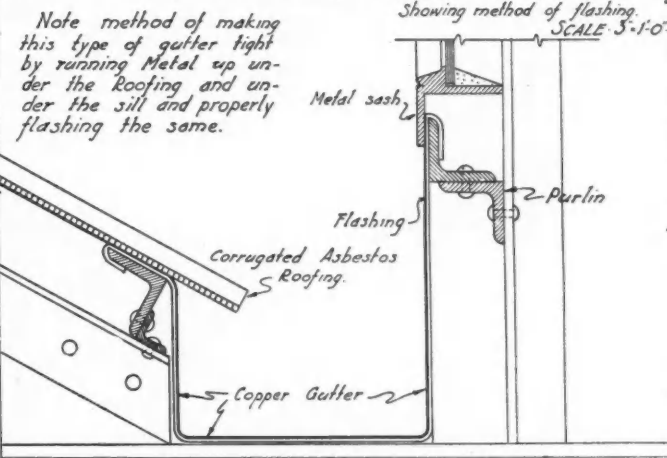
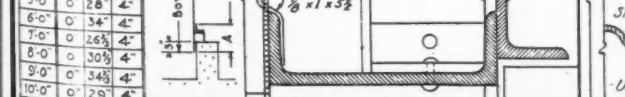
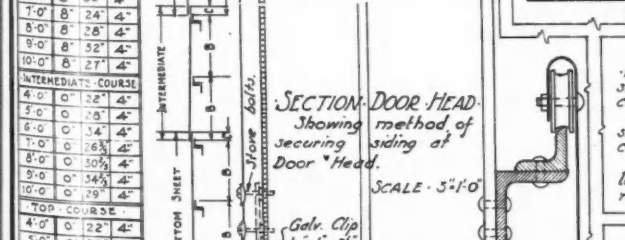
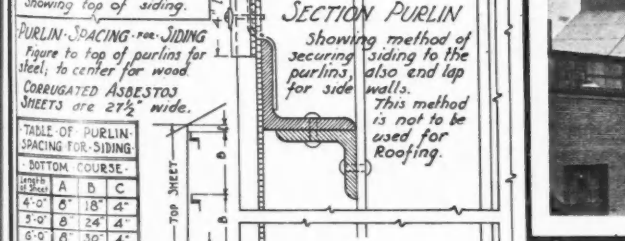
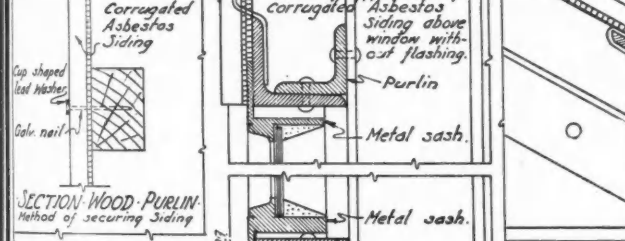
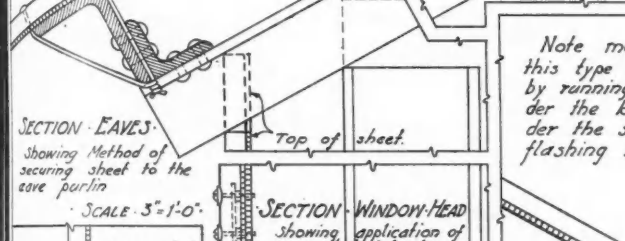
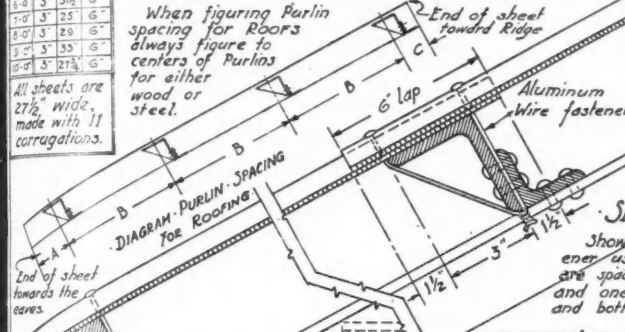
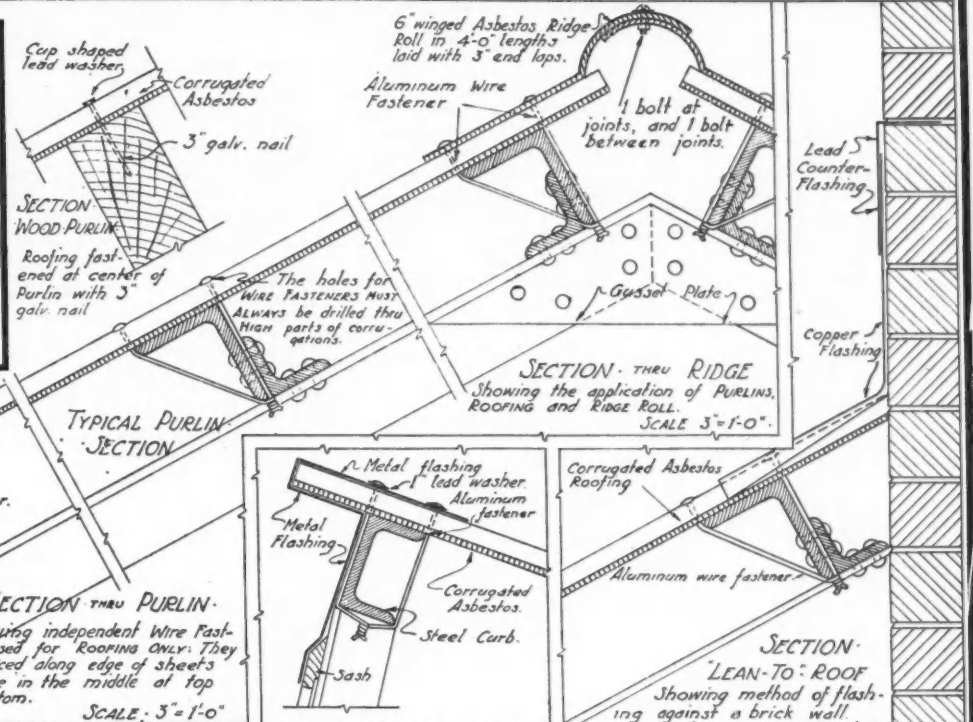
Length of Sheet	COURSE AT EAVES		
	A	B	C
4'-0"	6"	18"	3'
5'-0"	6"	23"	3'
6'-0"	6"	28"	3'
7'-0"	6"	33"	3'
8'-0"	6"	38"	3'
9'-0"	6"	43"	3'
10'-0"	6"	48"	3'
INTERMEDIATE COURSE			
4'-0"	3'	21"	3'
5'-0"	3'	27"	3'
6'-0"	3'	33"	3'
7'-0"	3'	39"	3'
8'-0"	3'	45"	3'
9'-0"	3'	51"	3'
10'-0"	3'	57"	3'
COURSE AT RIDGE			
4'-0"	3'	19"	6"
5'-0"	3'	25"	6"
6'-0"	3'	31"	6"
7'-0"	3'	37"	6"
8'-0"	3'	43"	6"
9'-0"	3'	49"	6"
10'-0"	3'	55"	6"

When figuring Purlin spacing for Roofs always figure to centers of Purlins for either wood or steel.

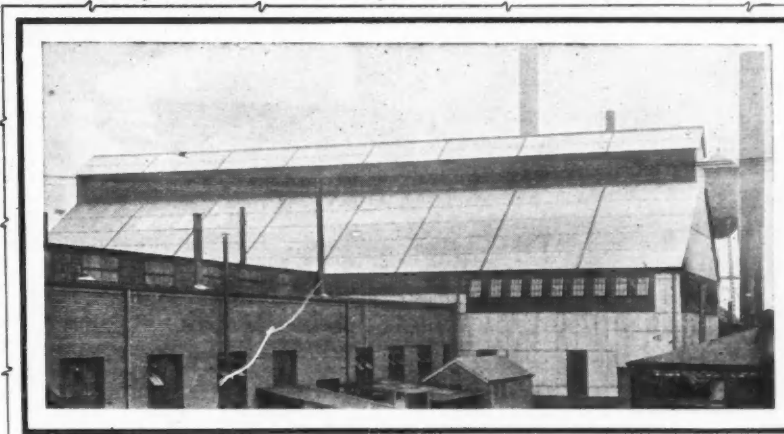
All sheets are 27 1/2" wide, made with 11 corrugations.



ASBESTOS CORRUGATED ROOFING BEING APPLIED



GUTTER TREATMENT SAWTOOTH ROOF



FACTORY USING ASBESTOS CORRUGATED ROOFING & SIDING

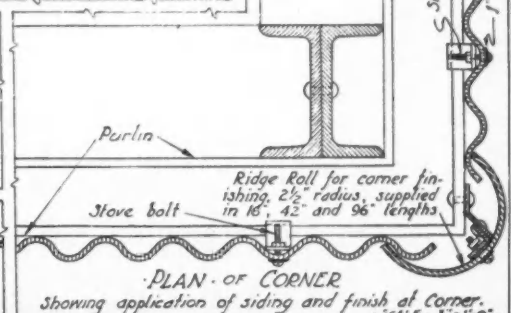
GENERAL NOTES

ROOFING: Corrugated Asbestos for this purpose should be given not less than 6" end lap and two corrugations side lap.

SIDING: Corrugated Asbestos for this purpose should be given not less than 4" end lap and one corrugation side lap.

Sheets should be staggered when laying so that laps of each succeeding course occur two corrugations from the lap in the course below.

Sheets meet but do not lap and are laid loosely. Sheet lead, about 20" wide pressed into corrugations.



(Continued from page 20)

Nearly everybody will remember the efforts the Chapter has made previously toward helping to solve the housing problem locally, the working drawings that were made and exhibited of a number of small houses, and the assistance given to the More Homes Bureau during the war. The Chapter, through the chairman of its Committee on Small Houses, was also able to give a considerable boost toward broadening the scope of the work of the National Bureau just organized. Before the convention, your chairman was in consultation with the general manager of the West Coast Lumbermen's Association with the idea of taking on the West Coast Lumbermen's Association as a client, under conditions similar to those existing between the Minnesota Small House Service Bureau and the Southern Pine Association. The manager informed your chairman that the Lumbermen's Association of the United States had recently appropriated \$200,000 for advertising purposes and, after the Small House Plans Proposal of your committee was explained to him, he stated that he considered our proposal the best form of advertising for their organization that had yet been submitted to him. This sounded encouraging toward the getting of a good client with funds already appropriated for the matter they had in hand.

In discussion with the general manager of the West Coast Lumbermen's Association it developed that the whole United States might be covered as readily as the Pacific Northwest, and it all finally resulted in the chairman of your Small House Committee calling upon the general manager of the National Lumbermen's Association at Washington, D. C., through the means of a letter of introduction from the general manager of the West Coast Lumbermen's Association of Seattle. At Washington a meeting was arranged with Mr. Brown, the president of the Institute's National Bureau, and with Mr. Compton, general manager of the National Lumbermen's Association, and your chairman. This conference resulted in negotiations being immediately opened between the

National Bureau and the National Lumbermen's Association, looking towards a national agreement between these two bodies similar in character to the more restricted agreement made between the Minnesota group and the Southern Pine Association. This arrangement results in the National Lumbermen's Association, becoming a client of the Institute's National Bureau, and then the financial part of the program is immediately pretty much taken care of—and by the way—the financial question in connection with the Small House program is the most difficult one to solve. If such a national agreement is entered into the plans produced by the National Bureau would be distributed through the organization of the National Lumbermen's Association, which reaches every city, town and village in the United States, and every prospective home builder would be advised through his local newspapers of the work of the Architects' Small House Service Bureau of the United States, Incorporated, and the general project would be pushed by an organization of the strength and ramification of the National Lumbermen's Association. The National Bureau of the Institute would be able in a few years time to make its impression upon the domestic architecture of the United States. Thus by one negotiation between the two national bodies the greatest problem that architects have had and have left undone will be advanced toward a desirable solution throughout the country.

Respectfully submitted,
A. H. ALBERTSON, Chairman.

RICHMOND PORCELAIN PLANTS GET ORDERS REACHING \$8,000,000

Richmond, July 11.—Indicating the bright prospects ahead for manufacturing interests, the three porcelain plants operated in this city by the Pacific Porcelain Ware Company have orders booked ahead that will necessitate enlargements and keep them running full blast for at least two years. It is reported that orders from the Orient and Europe total \$8,000,000. These are the only porcelain plants in the country operating to capacity.



EDWIN BERGSTROM, President
H. P. WITNEY, Vice President
B. GERMANN HUBB, Secretary
ROBERT H. OW, Treasurer

DIRECTORS
B. B. WARDMAN, One Year
A. W. EDELMAN, Two Years
D. E. ALLISON, Three Years

SOUTHERN CALIFORNIA CHAPTER
THE AMERICAN INSTITUTE OF ARCHITECTS

OFFICE OF THE PRESIDENT
1128 CITIZENS NATIONAL BANK BUILDING
LOS ANGELES, CAL.

Los Angeles, July 20, 1921.

THE BUILDING REVIEW,
50 Main Street,
San Francisco, Calif.

Gentlemen:-

Please find enclosed check covering subscription to members of the Southern California Chapter of The American Institute of Architects, as per the list and datings herewith enclosed.

Yours very truly,

EDWIN BERGSTROM

23 - 273

San Francisco Chamber of Commerce

Endorses

The BUILDING REVIEW

Subscription Order

The BUILDING REVIEW

50 MAIN STREET

San Francisco, 19.....

Please find enclosed—check—P.O. Money Order—of \$2.00 for one year's subscription to

THE BUILDING REVIEW

beginning with number.

Name

Address.....

City..... State.....